

REMARKS

The objection to claim 6 has been cured. A typographical error in claim 11 has been corrected.

Claim 11 calls for software that provides Internet services to a customer through a service provider on behalf of a retail vendor. The software receives information about the customer's preferences and provides advertising based on the customer's preferences.

The fact that perhaps in the past someone may have used customer preferences to target advertising does not suggest an automated or software-based system in a context of providing Internet service to a customer through a service provider on behalf of a retail vendor. In other words, just because it is known to target customers based on preferences, it is not known to do so in an automated fashion. Furthermore, there is no basis to do so in connection with an Internet service provider on behalf of a retail vendor.

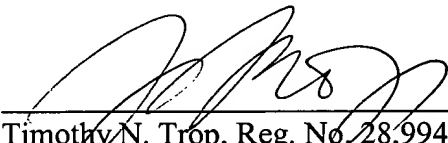
To the extent the assertion that this technology is well known intends to infer that it is well known in this context and in the context of software, the Examiner is respectfully requested to cite a reference in support thereof.

For the similar reasons, claims 21 and 1 and their dependent claims should now be in condition for allowance.

In view of these remarks, the application is now in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested.

Respectfully submitted,

Date: August 6, 2003



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